

REMARKS

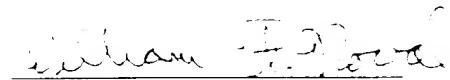
This amendment is in response to the Office Action mailed March 13, 2002.

The rejection of claims 1-13 under 35 USC 103(a) as being unpatentable over Okano et al. in view of Renner et al. is traversed. Neither Okano et al. or Renner et al. disclose disposing a radio-frequency identification (RFID) transponder on the inside of packaging for holding a plurality of sheet media. In Okano et al., there is no disclosure of an RFID transponder at all. An externally visible counter disc is mounted on the sheet film pack. Renner et al. in Fig. 1 discloses an externally visible coupling device 3. Thus, both references disclose external elements which are eliminated in the claimed invention by disposing the RFID transponder within the packaging. This is advantageous in preventing wear and degradation to the RFID transponder as well as build up of dirt thereon. Thus, radio frequency transmission is maintained at peak efficiency without degradation due to dirt and wear if disposed externally.

It is submitted that the claims are novel and nonobvious over the cited references and should be allowed. Speedy allowance is therefore solicited.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page(s) is captioned "**Version With Markings To Show Changes Made.**"

Respectfully submitted,



Attorney for Applicants
Registration No. 22,049

William F. Noval/law
Rochester, NY 14650
Telephone: (716) 477-5272
Facsimile (716) 477-4646

"Version With Markings To Show Changes Made"

In The Claims:

Claim 1 has been amended as set forth below:

1. (Amended) Sheet media package system comprising:
packaging for holding a plurality of sheet media; and
a radio-frequency identification transponder associated with said
package which can be communicated with, with or without physical contact with
the transponder, and which stores relevant digital data[.]; and
wherein said transponder is disposed on the inside of said
packaging.

Claims 3, 10 - 13 have been canceled.